



corporate
brand
identity
worldwide

GENERAL LOGO USAGE GUIDELINES FOR

Intel® Centrino® Mobile Technology

How Effective Design Can Strengthen the Intel® Centrino® Brand Value





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introduction



Intel® Centrino® mobile technology is designed from the ground up to deliver the optimal mobile computing experience, including performance, battery life, small and innovative form factors, and wireless connectivity. The visual identity for Intel® Centrino® mobile technology signals a fundamental shift in Intel's product brand hierarchy. Its dynamic, precision-tuned shape illustrates the freedom and flexibility inherent in mobile computing.

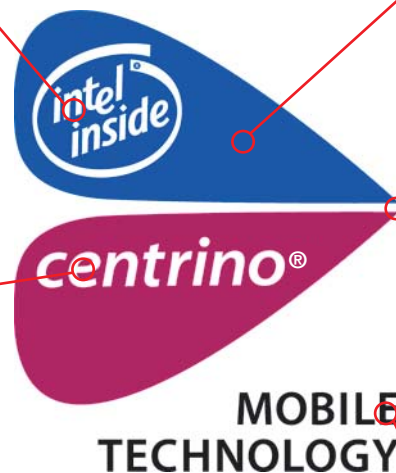
The key to success of the Intel Centrino brand is proper and consistent use of its brand identity. This identity, used in text and represented by visual design elements, is the extension of the Intel Centrino brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel® brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership position worldwide.

strategic design

The new Intel Inside® logo prominently asserts this brand's deep connection with Intel corporate by introducing a drop 'e' in the Intel name, while simultaneously signaling a new era of ingredient brands.

In an effort to maintain the prominence of the Intel® Centrino® brand name in this design, it is reversed out of PANTONE 221. The word mark is streamlined with the parallel lines of the wings to increase the impact and balance of the overall design.

This identity was designed for maximum impact and differentiation at smaller sizes, including its use by OEMs.



This new "wings" shape clearly differentiates the Intel® Centrino® mobile technology brand from the rectangular "badge" design used for Intel's processor brands. The two wing forms are elongated to emphasize notions of flight, forward motion, and mobility—characteristics displayed by a small, fast, and powerful device.

A focused point of convergence illustrates a clear direction, greater overall precision, and a keen sense of efficiency and control.

The modifier was created and positioned outside of the wings with the objective of maximizing legibility and reproduction at minimum sizes.

color palette

The Intel® Centrino® brand will only be promoted in the supporting company of the Intel Inside® brand. While Intel Blue is used to reinforce the connection to the Intel corporate brand, PANTONE 221 is used to distinguish this new and innovative brand from other processor brands in Intel's product hierarchy.

Intel Blue represents the inherent quality and technological leadership that is consistent with Intel's other processor brands.

CMYK = 100, 40, 0, 0

RGB = 0, 51, 255

Intel Blue = Special match*



PANTONE 221 is utilized to effectively differentiate the Intel® Centrino® brand from other processor brands.

CMYK = 0, 100, 25, 31

RGB = 170, 1, 76

The use of black ensures the clarity and readability of the modifier.

CMYK = 0, 0, 0, 100

RGB = 0, 0, 0

*Intel Blue: Always refer to Intel's *The Impact of Corporate Color* when reproducing Intel Blue. Visit the Corporate Identity Web site for swatch ordering information or if you have questions about Intel Blue. See page 13 for access information.

sizing

To maintain the legibility of the Intel® Centrino® logo, minimum size requirements have been set for logo reproduction in various applications.



1" wide for print

PRINT MINIMUM SIZE

For most print applications, the minimum size is 1" (2.54 cm) wide.



88 pixels wide for Web

WEB MINIMUM SIZE

An 88-pixel wide version (which includes 1 "n" of white space) is available for use in Web applications.

backgrounds

Whenever possible, place the Intel® Centrino® logo on a clean, clear, white background. In the instance where the logo is used on a colored, photographic, or patterned background, a white, radius-cornered box (which is built into the logo file) must be maintained.



As much as possible, place the logo on a white background.



Make sure to use the provided white-space element in the logo file when placing on a colored, photographic, or patterned background.

clear space

To reinforce communication goals and maintain the strength of the Intel® Centrino® brand identity, set the logo apart from surrounding design elements by maintaining a constant clear space around it.

In all applications of the Intel Centrino logo, the clear space surrounding the logo is equal to the height of one “n” in “Centrino.”



Example of clear space rule on a colored background. Note use of radius-cornered white element.



Example of clear space rule on white background.

incorrect usage

The following are examples of incorrect expressions of the Intel® Centrino® logo. Do not use these or other treatments that weaken the consistency of the brand identity.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



print reproduction specifications

The Intel® Centrino® mobile technology logo print files have been created in vector format using Adobe Illustrator* 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size. Therefore:

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, this may require that it be manipulated so that the trademark symbol does not appear disproportionately large.

*Other names and brands may be claimed as the property of others.

artwork formats

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING:



Print: Spot Color
Format: EPS
Colors: Black, Intel Blue, and PANTONE 221
Available sizes: 1", 2.5", 5", and 7.5" widths



Print: Process Color
Format: EPS
Colors: M,Y,K
Available sizes: 1", 2.5", 5", and 7.5" widths



Print: Grayscale
Format: EPS
Color: K
Available sizes: 1", 2.5", 5", and 7.5" widths



Web/Presentation: RGB
Format: GIF/JPG*
Colors: R,G,B**
Available sizes: 88, 96, and 150 pixels wide



Rich Media: RGB
Format: SWF
Colors: R,G,B**
Available sizes: 88 and 96 pixels wide

Note:

*JPG files are available at different resolutions depending on the application.

**The colors of the Web versions are slightly different from the printed versions.

trademark usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo appears, the following footnote must also appear:

Intel, Intel Inside, the Intel Inside logo, the Centrino logo, and Centrino are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Examples of Intel® Centrino® Mobile Technology Use:

CORRECT USAGE

Intel® Centrino® mobile technology

Intel® Centrino® mobile technology

ABC system with Intel® Centrino™ mobile technology

INCORRECT USAGE

Centrino® mobile technology

Intel® Centrino® Processor
Intel® Centrino® -based laptop

ABC Centrino® - based system

PROPER TRADEMARK USAGE RULES INCLUDE:

- As with all other trademarks, the Intel® Centrino® trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the trademark. The approved nouns for the Intel® Centrino® trademark are *brand*, *logo*, *mark*, *mobile technology*, *name*, and *trademark*. Processor is not an approved noun for this mark.
- The appropriate use of the trademark symbols with this trademark is as follows: Intel® Centrino® trademark.
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Include Intel® before the Centrino® trademark (e.g., Intel® Centrino® mobile technology).
- Never hyphenate or abbreviate the Intel® Centrino® trademark.
- Never incorporate the Intel® Centrino® trademark or any part of the trademark into a third party's company name, product brand name, or model number.

FOR FURTHER INFORMATION ABOUT THIS CAMPAIGN, CALL OR EMAIL:

thank you

Proper and consistent use of the Intel® Centrino® logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success.

Thank you for your contribution to this effort.

If you need further information, please visit the Corporate Identity Web site or ask one of the people listed here.

General Usage:

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<http://cbid.intel.com>
For username and password, contact
Corporate Brand Identity.

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